

W.H. Black

1902 -- 1937

May the results we have obtained
through thirty-five years in
breeding

Registered Herefords
inspire you to own and
produce better
cattle.

Compliments of
COON & CULBERTSON
Dalhart, Texas

PREFACE

Issuance of this booklet is prompted by the desire to give information about our cattle. We have endeavored to be brief. Some of our friends tell us that we have been too brief and much too modest in telling about the cattle and what they have accomplished. We have always tried to avoid extravagant claims and much prefer to let the cattle speak for themselves.

If this booklet arouses an interest in the cattle, we are confident that a personal inspection of the herd will convince you that the booklet does not do the cattle justice. We will be glad to show the cattle to you and then if you are not certain they are just what you want, we do not want you to have them.

We admit that we are proud of what we have accomplished in the way of improving our cattle during the past twenty-five years. We think that our record as breeders will show that we have had a fair measure of success, but our aim today is just what it was when we started in the business—to produce a better beef animal that is endowed by nature and breeding to convert feed into high class beef in the most economical manner.

When you see the cattle we are certain that you will not accuse us of using pictures that flatter them—rather that they do not do them justice. We are rank amateurs in photography. The pictures were made with a small, inexpensive pocket kodak just as we found the cattle in their working clothes on the range. We have accumulated some better pictures but preferred to use unpublished pictures for this booklet. Despite their many shortcomings we think a careful study of them will convince you that we have developed a rugged type of an animal with deep, thick fleshing bodies, carrying a maximum amount of the better cuts of beef.

Again we urge you to come and see the cattle for yourself and then if you are not convinced that they will serve your needs as breeders and producers of high class beef animals, we do not want you to consider them for a moment.

FOREWORD

Coon & Culbertson are rounding out their thirty-fifth year in the Registered Hereford business. Naturally, during that period, there have been trying times: War, and the resulting depression that followed, the Coolidge boom and the good and lean years coming in its wake, and last but not least, the drought and its devastating influence on the cattle business everywhere. Fortunately, through all these handicaps, Coon & Culbertson have been able to carry on their work—on to a higher plane and on an increased scale.

From the very beginning, the love of better cattle, not only in our own herd, but in the herds everywhere, both grade and Registered, has been a determining influence in the history of Coon & Culbertson. The enormous proportion this herd has reached attests to this fact. Our investment in Registered Herefords exceeds \$800,000, exclusive of land investment. From the very first animal sold, it was the intention to give full dollar value for dollar received. This intention has been pushed further than the scope of producing Herefords; it has been extended into the field of cross-breeding—this cross-breeding will be described in the back part of this booklet.

The following few pages show the results graphically of thirty-five years' breeding, not on just a few head standing in hay, but the results depicted apply to several thousand Registered cattle that go to make up the Coon & Culbertson herd. Not a Hereford shown was ever under a shed. These cattle are PRACTICAL cattle. They carry the best to be had in breeding and they carry this quality on the grass just as nature intended. Each year, they weather sub-zero temperatures in the winter and well over the hundred mark in the summer. Produced under such conditions, they are well adapted to go any place and make good. They are not "hot-house" Herefords, although they do represent the hot-house quality found in show herds. They represent a lifetime of scientific breeding of the better blood lines.

We trust these pictures will inspire you to own and produce better cattle—you will find them more profitable. Fortunately, the present favorable markets make it profitable to sell your present cattle and economical to replace with better stock. To make possible the improvement of your herd, we will offer for sale between September 1st and November 1st, at prices within reach of every cowman, a thousand head of each age heifers you may wish. All Registered. Our many years' work can be had by you in one year. A car load of any age will lay the foundation of a herd which will be the envy of any cowman in the future. Ask yourself if a load of these cattle will improve your herd. If you think so, and we believe you will, your problem can be solved by a visit to our herd.

The magnitude of this herd cannot be depicted through pictures as we are attempting to do here. You must see them yourself. The fact that over a million calves have been sired by our range bulls in service on major ranches within the last 15 years indicates others' judgment of the quality to be found here.

We offer you Registered Domino-bred cattle at the following prices:

Registered coming two-year-old heifers	\$ 65.00
Registered coming three-year-old (bred) heifers	85.00
Registered coming two-year-old range bulls	100.00

These prices, per head, in carload lots, our station, any time after September 1st.

After weaning time, which is October 20th to November 1st, we will offer:

Registered heifer calves	\$ 49.00
Registered bull calves	65.00

These prices, per head, in carload lots, our station. All sales carry a ten percent cut.

It is our intention that these cattle go only into commercial breeding herds and are sold with the understanding that the registrations will not be transferred.



DOMINO HEREFORD SIRES



DOMINO HEREFORD SIRES



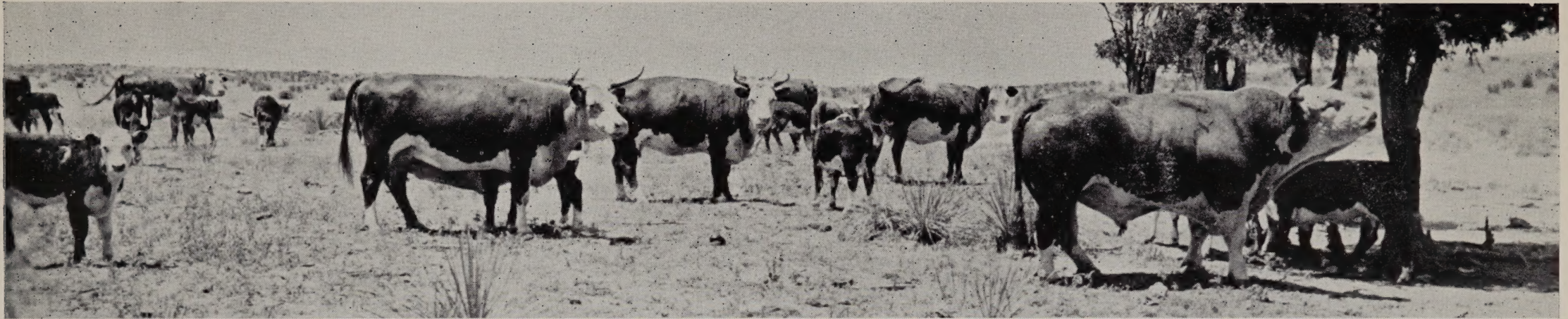
YOUNG REGISTERED COWS AND CALVES



A GENERAL BREEDING COW SCENE



NOTE HEAVY BONE, DEEP THICK BODIES OF THESE MOTHER COWS



BOTTOM PICTURE SHOWS FOUNDATION COWS OF PRESENT DAY BREEDING HERD.



NOTE GRAMMA GRASS DEVOTED TO GROWING OUT YOUNG STOCK ON THE RANGE



THERE ARE ONE THOUSAND OF THESE COMING TWO-YEAR-OLD REGISTERED HEIFERS



TOP: A GENERAL VIEW OF ONE HUNDRED REGISTERED DOMINO HERD SIRES—BOTTOM: ONE THOUS.



D OF THESE REGISTERED HEIFER CALVES WILL BE WEANED OCTOBER 20TH TO NOVEMBER 1ST



TWO-YEAR-OLD 900-POUND HEIFERS SOLD LAST FALL AND SIRES THEY WERE BRED TO. THREE SHIPMNTS WENT TO WYOMING, VIRGINIA, AND NEW MEXICO.



A LOAD OF YOUNG REGISTERED RANGE BULLS HEADED FOR AN ARIZONA RANCH—BOTTOM LEFT: NOTE GOOD HEADS OF THESE YEARLING BULLS—BOTTOM RIGHT: TWO YEAR OLD FUTURE HERD SIRES

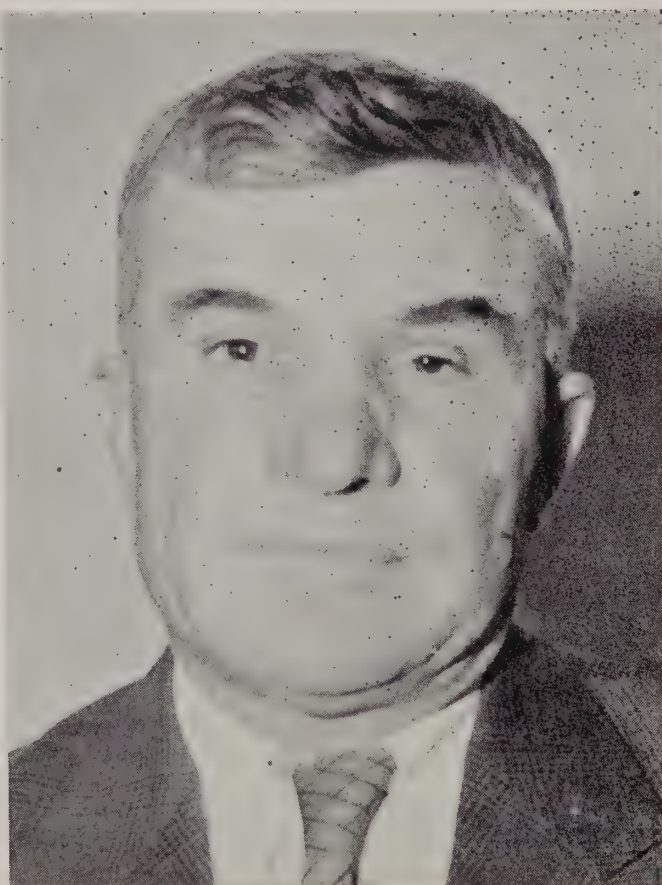


R. S. Coon

Senior partner in the firm of Coon & Culbertson, and familiarly known as "Uncle Dick," founded the registered herd in 1902. His wide experience as a cattle breeder prior to his coming to the Texas Panhandle aided materially in the start of what has grown to be the largest registered herd of Hereford cattle in existence.

W. O. Culbertson

Partner in the firm of Coon & Culbertson, who makes his home on the ranch and at Dalhart, Texas, has active charge of all operations of the ranch. Mr. Culbertson has been identified with cattle raising since 1900, in the Panhandle of Texas. "Bill" Culbertson has contributed in large measure to the successful expansion of this famous herd.



BRAFORDS

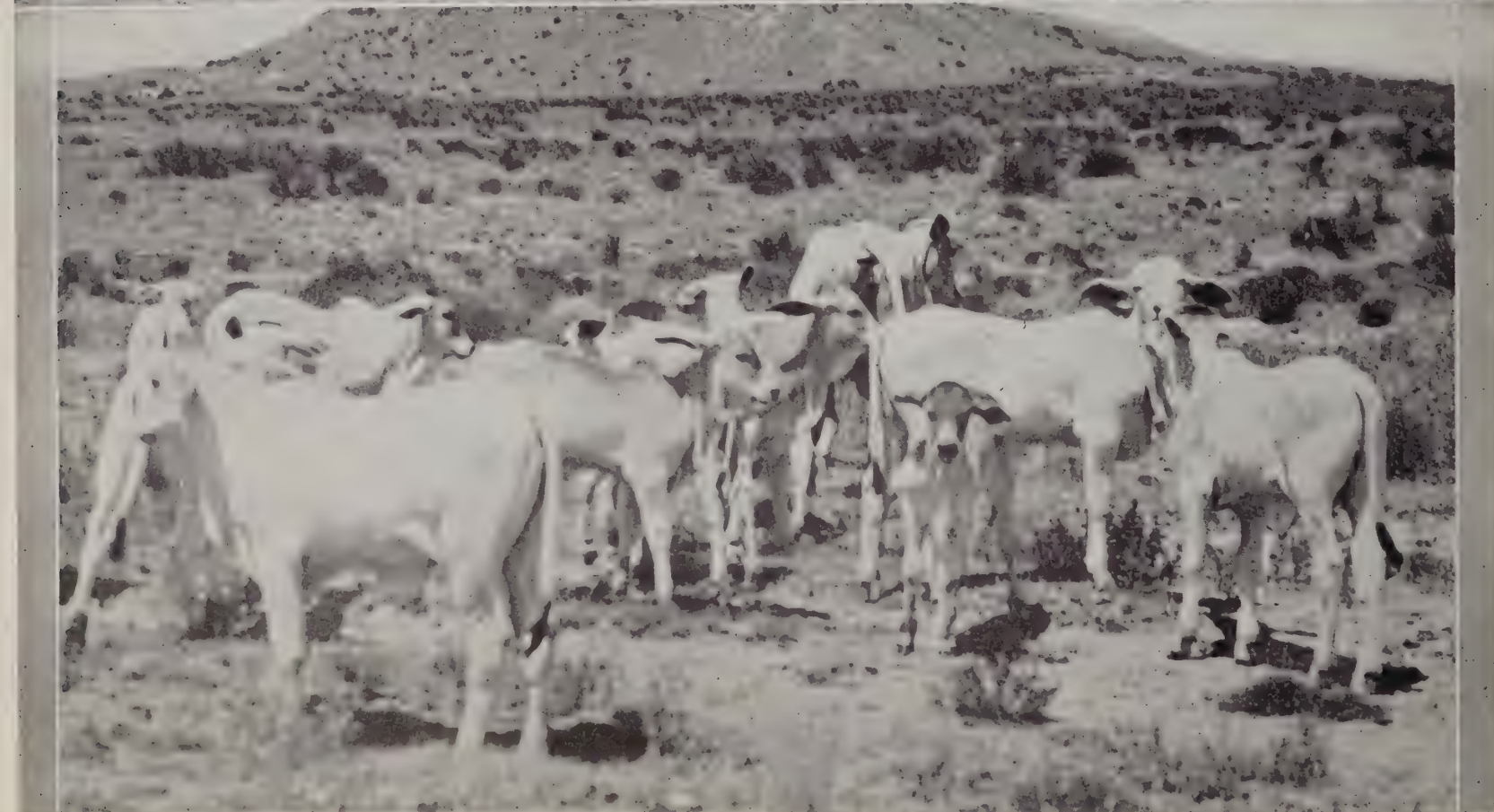
Seldom do we open our mail but we find letters requesting information regarding our Braford. Many questions are asked, such as, "Why are you raising Braford?" "Do you think you can produce a better breed than Hereford?" etc., etc. In a few words, we will attempt here to answer these questions and to explain the necessity of such a cross-bred animal and HOW this breeding is accomplished.

It is an established fact THAT THE BEST BREED OF CATTLE TO OWN IS THAT BREED OF CATTLE THAT DO BEST IN YOUR TERRITORY. As a general rule, Hereford cattle fill the requirements best of any breed for most localities. There are large areas of cattle country, however, that do not have a breed that thrives and maintains quality from year to year. Some of the drawbacks are found in tick fever, in cattle of low vitality, and the fact that there was no quality to begin with. These large areas, without an established breed of quality, carrying the necessary resistance for existence, are found along parts of the Texas and Louisiana coasts and in parts of Florida—country containing hundreds of thousands of poorly bred cattle, solely because a strong blood line was not available to breed up their present herds. For various reasons in these localities mentioned, none of the established lines, such as the Hereford, Durham, Angus or Brahmas, give satisfaction as breeding cattle. Most of these breeds are so infused that there is no established blood line, which means there is a lacking of quality, resistance and uniformity. It is for these regions that we have developed the BRAFORD.

The BRAFORD is a cross-bred resulting from breeding the highest bred Brahmas obtainable to the highest bred Registered Hereford cattle available—quality bred to quality, each side contributing what the other lacks in the way of favorable factors. Through the Hereford is contributed depth of body, heavy bone, closeness to the ground and much thickness in those places carrying choice meat. The Brahma contributes a strong constitution of vitality, stamina and the ability to rustle and thrive under all conditions as well as being a source of richer milk. The resulting cross, having all these inherited qualities, naturally represents an ideal animal—an animal that is very prolific and capable of transmitting the same qualities to descending offsprings.

It was Robert Kleberg of the famous King Ranch, Kingsville, Texas, who suggested our development of the Braford cattle. Mr. Kleberg shipped us eight (8) of the best Brahma bulls he could obtain to be crossed on a few of our Registered Hereford cows. Upon the arrival of these bulls, we established a ranch, separate and apart from our Registered herd for this work. To this original foundation herd, we have since purchased the top 200 Brahma cows out of the top 800 of the famous Stark herd at Orange, Texas. All in all, more than \$100,000 has been invested in securing and establishing an outstanding foundation herd for the production of Braford. Although production has been more or less limited and the demand very great, we will be producing around 500 Braford bulls by next year. We have only been able to fill orders to the King Ranch, Kingsville, Texas, the Pierce Estate, Wharton, Texas, and Lykes Brothers Cattle Company of Florida, with our limited production up to now.

Beyond a doubt, Braford will become a major breed within a few years. The following pictures, like the Hereford pictures, were taken at random near watering places, but they have been so arranged that you might more fully realize the efforts behind good breeding every time you see quality cattle, whether produced by us or by some other breeder.



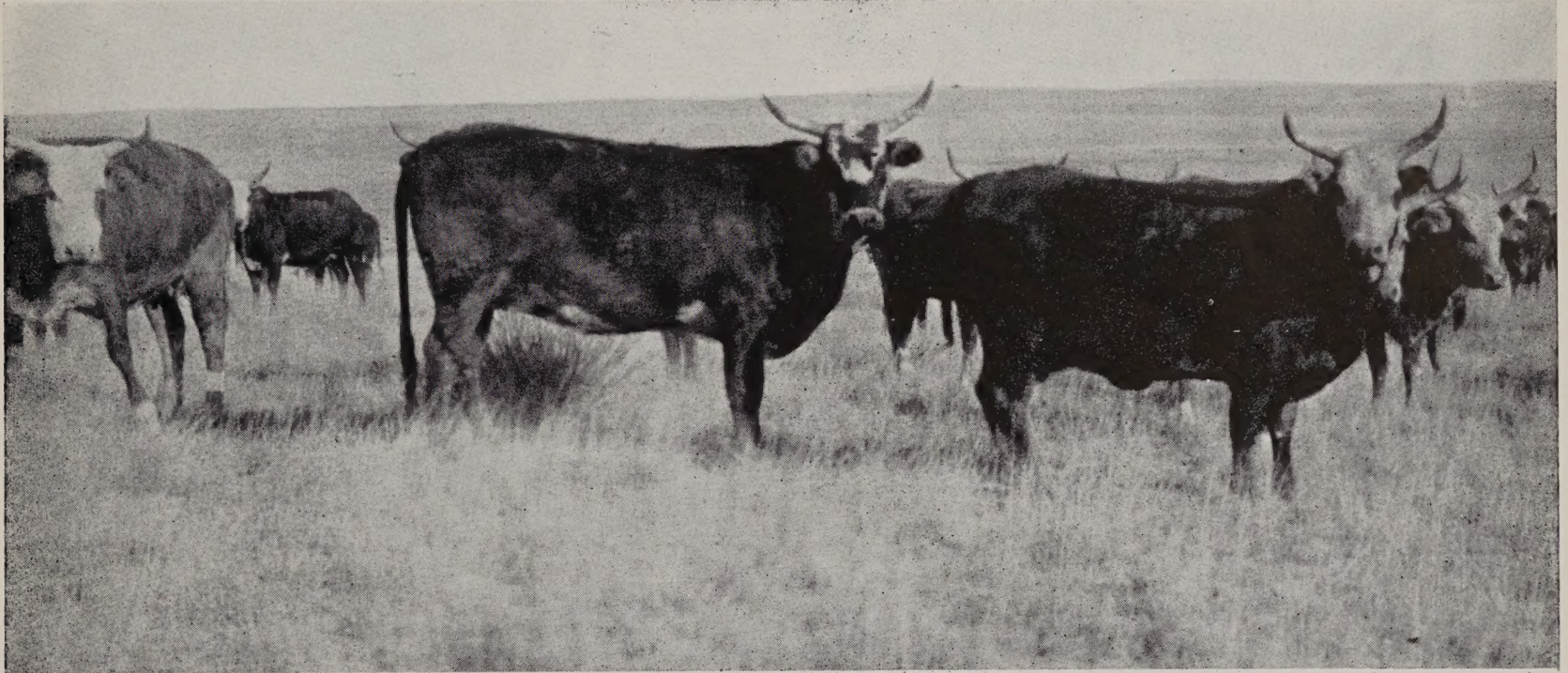
REGISTERED BRAHMAS SUCH AS THESE FURNISH THE BULLS TO BE BRED TO REGISTERED DOMINO HEREFORD COWS TO SECURE HALF-BRAHMA, HALF-HEREFORD CATTLE, KNOWN AS BRAFORDS. BOTH SIDES OF THE CROSS ARE OF THE HIGHEST QUALITY TO BE FOUND IN THEIR RESPECTIVE BREEDS.



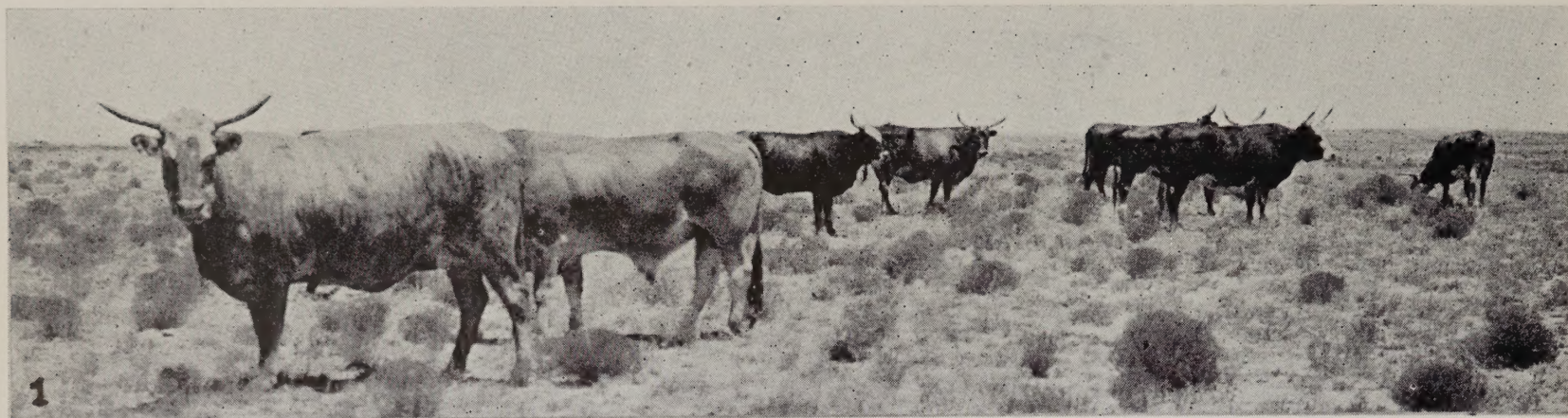
TOP PICTURE SHOWS YEARLING BRAHMA BULLS WHICH ARE FUTURE HERD
 SIRES TO BE BRED TO REGISTERED HEREFORD COWS SHOWN IN CENTER PICTURES.
 BOTTOM PICTURE SHOWS BRAFORD HEIFERS — THE RESULT OF BREEDING AS
 ABOVE MENTIONED.



THESE BRAFORD BULLS ARE BRED TO BRAFORD COWS AS SHOWN IN LOWER PICTURES. THE RESULTING CALVES ARE SECOND CROSS BRAFORDS— STILL MAINTAINING HALF HEREFORD AND HALF BRAHMA BLOOD.



THIRTEEN HUNDRED POUND BRAFORD BREEDING COWS ON THE RANGE. NOTE IN BOTTOM PICTURE THE QUALITY OF THE BULL AND OF THE TWO-YEAR-OLD BRAFORD HEIFER IN THE RIGHT FOREGROUND



RANDOM SCENES TAKEN AMONG OUR BRAFORD BREEDING HERD

